

**WE CLAIM:**

1. A sheet construction, comprising:  
a sheet having a plurality of weakened separation lines thereon defining an outline of a combination postcard-card mailer separable therealong from the rest of the sheet after indicia has been applied to the mailer wherein at least one of the lines defines a line of separation between a postcard and a card of the combination mailer.
2. The construction of claim 1 wherein the sheet includes a margin encircling the outline.
3. The construction of claim 1 wherein the sheet includes a sheet perimeter and the outline is spaced inwardly from the entire sheet perimeter.
4. The construction of claim 1 wherein the weakened separation lines are perforation lines.
5. The construction of claim 1 wherein the sheet has a calendered printer-infeed edge.
6. The construction of claim 1 wherein the combination postcard-card mailer defines a first combination postcard-card mailer, the postcard defines a first postcard and the card defines a first card, and the weakened separation lines also define an outline of a second combination postcard-card mailer separable therealong from the rest of the sheet after indicia has been applied to the second mailer, wherein at least one of the lines defines a line of separation between a second postcard and a second card of the second combination mailer.

7. The construction of claim 6 wherein the lines define a throw-away sheet strip between the first and second combination mailers.
8. The construction of claim 1 wherein card defines a rectangular business card, and the separation lines define a disposable small sheet rectangle positioned at an end of and adjacent to the postcard and at an end of and adjacent to the business card, whereby the combination mailer and the small sheet rectangle together define a rectangle on the sheet.
9. The construction of claim 8 wherein the small sheet rectangle is smaller than the business card and than the postcard.
10. The construction of claim 1 wherein the postcard is oriented in a portrait direction of the sheet and the card is oriented in a landscape direction of the sheet.
11. The construction of claim 1 wherein the indicia is applied to the postcard in a portrait direction of the sheet and the indicia is applied to the card in a landscape direction of the sheet.
12. The construction of claim 11 further comprising media containing program instructions allowing a user to design and print on a personal computer system the indicia on the postcard and the indicia on the card.
13. The construction of claim 1 further comprising a computer programmed to allow a user to design and print the indicia.
14. The construction of claim 1 wherein the card is a rectangular business card.

15. The construction of claim 1 wherein the card is a rotary card.
16. A mailer system, comprising:
- a sheet having a plurality of weakened separation lines thereon defining an outline of a combination postcard-card mailer separable therealong from the rest of the sheet after indicia has been applied to the mailer wherein at least one of the lines defines a line of separation between a postcard and a card of the combination mailer; and
- media containing program instructions allowing a user to design and print on a personal computer system the indicia on the mailer.
17. The system of claim 16 wherein the media is a CD.
18. The system of claim 16 wherein the indicia is printed on the postcard in a portrait direction of the sheet and the indicia is printed on the card in a landscape direction of the sheet.
19. The system of claim 16 wherein card is a rectangular business card, and the separation lines define a disposable small sheet rectangle positioned at an end of and adjacent to the postcard and at an end of and adjacent to the business card, whereby the combination mailer and the small sheet rectangle together define a rectangle on the sheet.
20. The system of claim 16 wherein the card is a rectangular business card.
21. The system of claim 16 wherein the card is a rotary card.

22. The system of claim 16 wherein the sheet includes a calendered printer-infeed end edge.

23. A method, comprising:

providing a sheet having a plurality of weakened separation lines thereon defining an outline of a combination postcard-card mailer separable therealong from the rest of the sheet after indicia has been applied to the mailer wherein at least one of the lines defines a separation line separating a postcard and a card of the combination mailer;

applying indicia on at least one of the postcard and the card; and

after the applying, separating the combination mailer from the rest of the sheet.

24. The method of claim 23 wherein the applying includes designing the indicia on a personal computer using a user's existing software.

25. The method of claim 23 wherein the applying includes designing the indicia on a personal computer using new software specific to the combination mailer.

26. The method of claim 25 wherein the new software is supplied to the user in a retail package with the combination mailers.

27. The method of claim 23 further comprising after the separating, mailing the combination mailer to a recipient.

28. The method of claim 24 further comprising the recipient separating the card from the postcard along the separation line.

29. The method of claim 23 wherein the applying includes passing the sheet through a printer which prints the indicia on the mailer.

30. The method of claim 26 wherein the sheet includes a calendered edge, and the passing includes feeding the sheet calendered edge first into the printer.

31. The method of claim 23 further comprising custom designing on a personal computer system the indicia.

32. The method of claim 23 wherein the indicia includes indicia on the postcard and indicia on the card.

33. The method of claim 23 wherein the indicia is printed by a printer on the postcard in a portrait direction on the sheet and on the card in a landscape direction on the sheet.

34. The method of claim 23 wherein the card is a rectangular business card.

35. The method of claim 24 wherein the card is a rotary card.

36. The method of claim 23 further comprising applying a stamp to the postcard.

37. A method of making a sheet construction, comprising:  
forming on a web a plurality of weakened separation lines defining an outline of a combination postcard-business card mailer separable therealong from the rest of the web after indicia has been applied to the mailer wherein at

least one of the lines defines a separation line between a postcard and a business card of the combination mailer; and

sheeting the web into a sheet which includes the outline.

38. The method of claim 37 wherein the weakened separation lines include perforation lines.

39. The method of claim 37 further comprising before the sheeting, printing on the web.

40. The method of claim 37 further comprising calendering the web.

41. A method of making a combination postcard-card mailer sheet construction, comprising:

(a) printing artwork on a portion of a web;

(b) calendering an edge of the web portion;

(c) forming on the web portion a plurality of perforation lines defining an outline of a combination postcard-card mailer separable therealong from the rest of the web portion after indicia has been applied to the mailer wherein at least one of the lines defines a perforation line between a postcard and a card of the combination mailer; and

(d) sheeting the web into a sheet which includes the web portion.

42. The method of claim 41 wherein the forming includes cutting the perforation lines in a direction parallel to the paper fibers at a first station with a first die cutting pressure and cutting the perforation lines in a direction perpendicular to the paper fibers at a second different station with a second greater die cutting pressure.

43. The method of claim 41 wherein the combination postcard-card mailer defines a first combination postcard-card mailer, the postcard defines a first postcard and the card defines a first card, and (c) includes the plurality of perforation lines defining an outline of a second combination postcard-card mailer separable therealong from the rest of the web portion after indicia has been applied to the second combination mailer wherein at least one of the lines defines a perforation line between a second postcard and a second card of the second combination mailer.

44. The method of claim 41 wherein the card defines a rectangular business card.

45. The method of claim 41 wherein the card defines a rotary card.